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Shop local, eat local, spend local, enjoy local – Free marketing boost for local products

Local products can get a free marketing boost thanks to *Island Good* licensing now available at no cost this year.

City of Campbell River Economic Development and Vancouver Island Economic Alliance (VIEA) have partnered to offer local businesses access to free *Island Good* licensing for 2020.

“Local businesses do an amazing job of serving our community and enriching our quality of life. Shopping local means circulating dollars many times between businesses, strengthening our local economy,” says economic development officer Rose Klukas. *“Island Good is good for Campbell River. It’s good for the economy, good for jobs and better for the environment.”*

According to BC Buy Local, for every \$100 spent with a local business, \$63 is re-circulated back into the BC economy. According to VIEA, every one per cent increase in sales of local products equals 50 jobs.

“More than ever we want to support our local producers here in Campbell River and on Vancouver Island. Island Good allows people to easily identify the products that will help strengthen our local economy and island-grown supply chains,” states Mayor Andy Adams.

Businesses that produce products on Vancouver Island or sell products produced on Vancouver Island could qualify for the free licensing opportunity – available on a first-come first-served basis until the funding is spent. To apply, fill out the form at <https://islandgood.ca/become-a-licensee/> through VIEA.

“More and more Island producers, manufacturers, and retailers are using the power of the Island Good brand, and it’s now available to all products made on Vancouver Island and the Gulf Islands. Everything from potatoes to airplane parts,” states VIEA president George Hansen.

The *Island Good* brand program was developed by VIEA as a way for shoppers to easily identify Vancouver Island food products on grocery shelves. After the launch of the pilot, *Island Good* found that the program resulted in increased sales of food and beverage products by an average of 16 per cent in 45 grocery stores over a six-month period. The success of the brand has translated into an expansion from food to now include all Vancouver Island made products.

For more information on this and other economic development business recovery initiatives, see: <https://www.techatchery.ca/> or contact Rose Klukas, the City’s economic development officer, at invest@campbellriver.ca.

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